

ATTENTION:

January 13, 1977

FOR IMMEDIATE RELEASE

Sam Bernstein

THE "PET" HOME COMPUTER BY COMMODORE
SHOWN AT CES SHOW; IN STORES BY SPRING
RETAIL PRICE SET AT \$495 FOR BASIC UNIT

PALO ALTO, January 13 -- This spring, many homeowners will be able to play TV games, learn a foreign language, control their appliances, compute cost and calories of meals, program their income taxes and checkbooks, and work complicated scientific equations all with one self-contained home computer that can fit easily on a work counter in the kitchen.

The device, called the "Pet Computer," is a product of Commodore, one of the pioneers in the electronic calculator business and a major force today in the production of calculators and digital watches. The "Pet," an acronym for Personal Electronic Transaction computer, will retail in select stores and through the mail this spring at only \$495.00. The unit consists of a TV screen, a keyboard not much larger than a typewriter . . . and as simple to use . . . and one cassette recorder which acts as memory storage unit.

The computer contains a facility to take a second cassette recorder for additional programs. A mass storage device for carrying a still larger selection of programs and a telephone interface device are in design now, a spokesman for Commodore pointed out.

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The telephone interface is particularly versatile, according to the spokesman. It will have the ability to answer the telephone and to dial numbers and also will enable one computer to conduct a dialogue directly with another computer anywhere.

Conceptually, the "Pet" has two separate identities to the user in the home: it can be a slave or it can be a partner in creativity . . . and it can be both.

As a slave, it will do a myriad of things for the user: it will play games; it will teach language; it will be an accountant, a maid, a secretary, a tutor. There are and will be a large selection of preprogrammed tapes -- identical in appearance to a tape recorder cassette -- to supply the necessary programs.

But the "Pet" can also be a source for great creativity, according to a spokesman. It is quite possible to program, using a blank or partially prepared cassette, virtually any kind of program . . . from creating a program based on books already available to creating programs totally unique.

There already exists a library of well over 10,000 programs in the "Pet"'s basic language, the spokesman pointed out. These programs are available through the thousands of time sharing services throughout the country and through a number of computer manufacturers.

As an example, it would be quite possible to purchase or to create a program whereby a meal can be planned, and included would be the viewing on the screen of the recipe, with proportions changed to suit the number of people served; complete cost analysis; nutrition

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analysis and caloric count. And the nutrition, the cost and the caloric count can be added to a continuing trend analysis so that the user may have the cumulative totals of each of these for a week, a month, a year

Birthdays, telephone numbers, appointments, and correspondence can be entered, retained and will appear on the screen at the appropriate time.

A spokesman for Commodore, in the course of telling a reporter what the "Pet" is capable of doing, scratched his head and finally said, "I guess you have to call it the 'Anything Machine.'"

While the applications are virtually endless for the home, the unit would be quite satisfactory for small business applications as well. With optional add-on units such as a typewriter or a printer, the "Pet" can provide inexpensive service in all aspects of small business applications from correspondence to inventory control to billing and accounting.

Among the applications for the home, the spokesman pointed out, are items as diverse as income tax programming and a black jack game. Both applications were on view at the Consumer Electronics Show in Chicago in mid-January.

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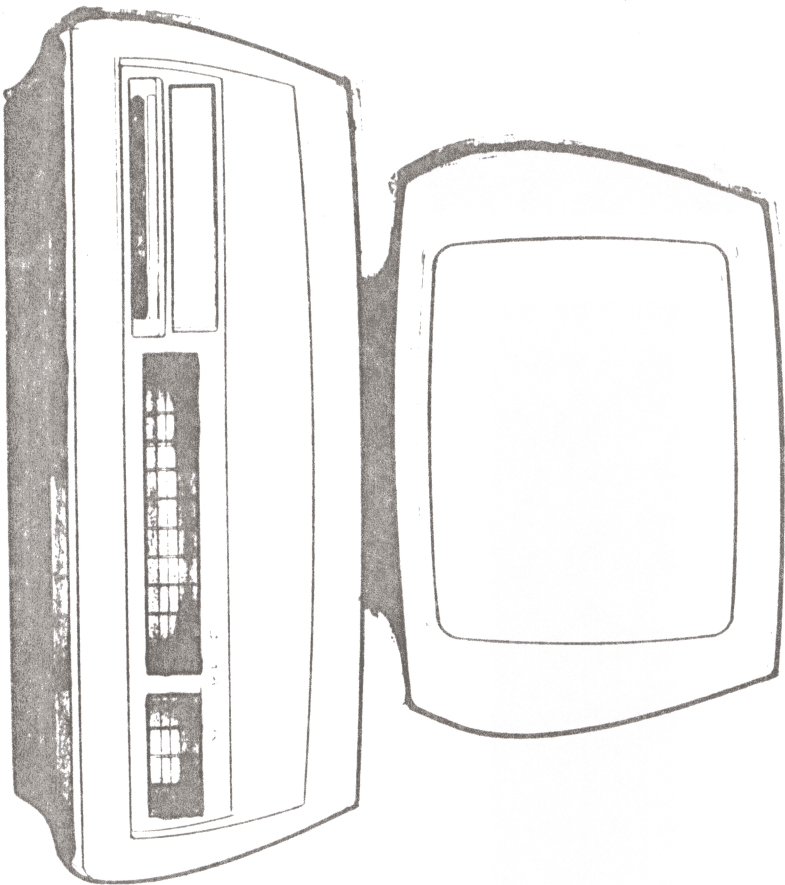
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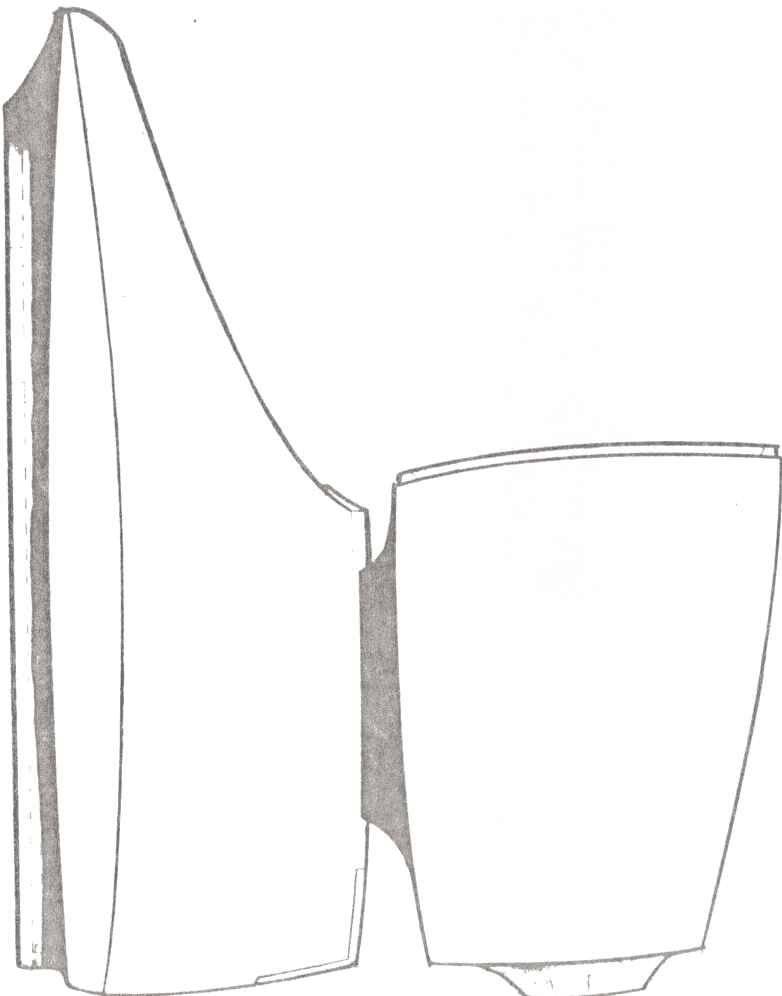
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THE "PET" HOME COMPUTER BY COMODORE
ENGINEER'S PERSPECTIVE DRAWING



Front View



Side View

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